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What is claimed is:

1. A rotary printing machine comprising a pair of sheet holding and transfer systems disposed in side-by-side relation for transferring sheets in the printing machine, said sheet holding and transfer systems defining a sheet transfer area therebetween,

a sheet guide apparatus disposed underneath said transfer area, said sheet guide apparatus including a sheet guide which defines a guide surface for guiding movement of sheets adjacent said transfer area, and

a separate pneumatic system operable for blowing an air stream in the direction of said transfer area to facilitate reliable transfer of sheets between said sheet holding and transfer systems.

- 2. The rotary printing machine of claim 1 in which said transfer area is defined by a tangent point between said sheet holding and transfer systems.
- 3. The printing machine of claim 2 in which said sheet holding and transfer systems comprise a pair of sheet carrying cylinders.
- The printing machine of claim 2 in which said sheet transfer and
 holding systems comprise one sheet-carrying cylinder and a circulating conveyor system.
 - 5. The printing machine of claim 1 in which said pneumatic system is located adjacent a sheet outlet defined by said sheet holding and transfer systems from which sheets are directed.
 - 6. The printing machine of claim 1 in which said pneumatic system is located adjacent a sheet inlet defined by said sheet holding and transfer systems into which sheets are directed.

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- 7. The printing machine of claim 1 in which said pneumatic system comprises a plurality of controllable fans for directing a low pressure high, volume air flow.
- 5 8. The printing machine of claim 1 in which said pneumatic system is mounted on said sheet guide.
 - 9. The printing machine of claim 1 in which said sheet guide includes a first flow duct communicating with openings in said guide surface, a further pneumatic system communicating with said first flow duct, and a second flow duct communicating with said separate pneumatic system and having at least one discharge outlet opening aimed in the direction of the transfer area.
- 10. The printing machine of claim 5 in which said sheet guide includes a first flow duct communicating with openings in said guide surface, a further pneumatic system communicating with said first flow duct, and a second flow duct communicating with said separate pneumatic system and having at least one discharge outlet opening aimed in the direction of said sheet outlet.
- 20 11. The printing machine of claim 6 in which said sheet guide includes a first flow duct communicating with openings in said guide surface, a further pneumatic system communicating with said first flow duct, and a second flow duct communicating with said separate pneumatic system and having at least one discharge outlet opening aimed in the direction of said sheet inlet.